

## **Historic, Archive Document**

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# CATALOG

\* 1937 \*



**VETTERLE  
AND  
REINELT  
HYBRIDIZING  
GARDENS**

CAPITOLA ★ CALIFORNIA

# TERMS



Cash with order or satisfactory references. Accounts payable quarterly: 6% interest will be charged on all overdue accounts.

Seed and Tubers are shipped prepaid within the United States. Add 25c for postage and packing on orders of plants or tubers amounting to less than \$2.50.

Plants are shipped by Express—Charges Collect.

California State Sales Tax of 3% must be paid on all retail orders.

Canadian customers will kindly procure permit from the Department of Agriculture, Ottawa before any plants or tubers can be imported. No permit is required for seed.

All stock guaranteed true to description but no guarantee for the result of growing over which we have no control.

## VISITORS

Are cordially invited to inspect our plantings during the season.

In April and May the first crop of Delphinium Seedling is at its height.

Breeding stock of Tuberous Begonias and Gloxinias in our greenhouses is at its best in June and July.

In August and September over a million seedling of Tuberous Begonias can be seen in full bloom in our lath houses.

New crops of Delphinium seedlings are brought into flower during August and September.

Gerberas are at their best during Spring and Autumn months.

We are situated 4 miles out of Santa Cruz, as can be seen on the map. When coming from Santa Cruz, take the first side road to the right when past city limits and follow it to our nursery.

If coming from Watsonville, turn left in Soquel as indicated on the map.

Clifford N. Kiltoyl  Santa Cruz Printery

## JOIN AMERICAN BEGONIA SOCIETY

Descriptive bulletins on culture of all Begonias issued monthly. Membership \$1.00 per year. Write to

American Begonia Society — 3100 Theresa Street — Long Beach, California

## FOREWORD

The increasing popularity of Tuberous Begonias is partially due to the high standard of development reached in the last few years. In the range of color, beautiful variety of forms and simple cultural requirements, they are without one rival in the World of Flowers.

In conjunction with the firm of Vetterle Brothers, who are by far the largest growers of Tuberous Begonias in the United States, we are able to breed and select on a very large scale. Only in this way the rapid progress in development was possible.

Some two millions of plants are grown annually now and the very finest new seedlings each year are used as seed bearers for next year's crop.

The fact that flowers grown from either our Seed or Tubers have been always the winners in every show on the Pacific Coast speaks for itself.



1937

## INTRODUCTION

Tuberous Begonia  
*Double Camelia Type*  
APPLE BLOSSOM

A distinct and delicate new color combination in Tuberous Begonias. The ground color is white or sometimes cream overlaid with pink hue deepening toward the edges. Plants are of very healthy strong growth; the perfectly formed flowers are carried on strong stiff stems. Seed of this race comes approximately 60% true to color.

*Selected Tubers Only*

Price: 50c each—\$5.00 per dozen.

SEED: \$1.00 per package.

## SPECIAL

### CHOICE SELECT VARIETIES OF TUBEROUS BEGONIAS

During flowering season we select and mark all the choicest new seedlings which are above average in size, form and color and are offering tubers of these to conoseuirs who desire only the finest for their gardens. For show purposes and greenhouse decoration they are the last word in Tuberous Begonias.

In this group we supply all the types and colors listed on the following pages besides including also all the new color developments derived from our crosses preliminary to introduction.

Prices: 50c each, \$5.00 per dozen, \$35.00 per hundred.

# TUBEROUS BEGONIAS



## DOUBLE CAMELIA TYPE

Flowers resemble camelias and roses in all variations of form and color.

### COLORS

White	Yellow
Pink	Apricot
Rose	Orange
Crimson Rose	Flame Orange
American Beauty	Light Salmons
Cardinal Red	Dark Salmons
Scarlet	Yellow Salmons
Dark Red	Apricot Salmons

TUBERS From January to end of March

Price: 25c each—2.50 per doz. \$15.00 per 100.

SEEDLING PLANTS: In May and June

Price: \$1.50 per dozen—\$10 per 100.

SEED: \$1.00 per pkt. 50c per  $\frac{1}{2}$  pkt.

## FIMBRIATA PLENA TYPE

Doubled frilled or often called carnation flowered. Strong bushy growth exceptionally fine for bedding and pot plants.

TUBERS: From January to end of March. Price: 25c each—\$2.50 per dozen—\$15.00 per 100.

SEEDLING PLANTS: In May and June. Price: \$1.50 per dozen—\$10.00 per 100.

SEED: \$1.00 per pkt.—50c per  $\frac{1}{2}$  pkt.



### COLORS

White
Blush
Pink
Rose
Crimson Rose
Light Salmon
Yellow
Apricot
Orange
Scarlet
Dark Red
Dark Salmon

# TUBEROUS BEGONIAS



## DOUBLE PICOTEE TYPES

Flower slightly smaller than camelia type-ground color white or cream with contrasting red edge.

MARMORATA  
Red and white marbled.

RED PICOTEE  
Cream white, with red edge.

ROSE PICOTEE  
Rose with red edge.

TUBERS: From January to end of March.

15 Price: 25c each—\$2.50 per dozen,  
\$10.00 per 100.

SEEDLING PLANTS: In May and June

Price: \$1.50 per dozen—\$10.00 per 100

SEED: \$1.00 per pkt.—50c per  $\frac{1}{2}$  pkt.

## DOUBLE ROSEBUD TYPE



Flowers of the most exquisite form resemble perfect rose buds, with beautiful two-tone pastel shade coloring. Very tall sturdy growth.

COLORS:  
Blush shades  
Pink shades  
Rose shades  
Salmon shades

TUBERS: From January to end of March.

Price: 25c each—\$2.50 per dozen—\$15.00 per 100.

SEEDLING PLANTS: In May and June.

Price: \$1.50 per dozen—\$10.00 per 100.

SEED: \$1.00 per pkt.—50c per  $\frac{1}{2}$  pkt.

# TUBEROUS BEGONIAS



## DOUBLE HANGING TYPE

Very attractive for hanging baskets forming long sprays covered with dainty masses of blooms. Great variation in form size and habit.

### COLORS:

- White
- Pink
- Rose
- Crimson Rose
- Salmon shades
- Yellow
- Orange scarlet
- Crimson

**TUBERS:** From January to end of March. *Price:* 25c each—\$2.50 per dozen—\$15.00 per 100.

**SEEDLING PLANTS:** In May and June. *Price:* \$1.50 per dozen—\$10.00 per 100.

**SEED:** \$1.00 per pkt.

## SINGLE NARCISSIFLORA TYPE

Flowers resemble Trumpet Daffodils. Seed approximately 60% true to form.



### COLORS:

- Yellow Salmon shades
- Salmon shades
- Orange-Scarlet shades
- Crimson shades

Selected Tubers true to type only.

*Price:* 50c each—\$5.00 per dozen—\$35.00 per 100.

**SEEDLING PLANTS:** In May and June.

*Price:* \$1.50 per dozen—\$10.00 per 100.

**SEED:** 50c per packet.

# TUBEROUS BEGONIAS

## SINGLE

### COLORS:

- White
- Pink
- Rose
- Salmon
- Yellow
- Orange
- Scarlet
- Dark Red

TUBERS: From January to end of March.

Price: 20c each—\$2.00 per dozen—  
\$12.00 per 100.

SEEDLING PLANTS: May and June.

Price: \$1.20 per dozen—\$9.00 per 100.

SEED  
50c per packet.



## SINGLE CRESTED

### COLORS:

- White
- Pink
- Rose
- Salmon
- Yellow
- Orange
- Scarlet
- Dark Red

TUBERS: From January to end of March.

Price: 20c each—\$2.00 per dozen—\$12.00  
per 100.

SEEDLING PLANTS: May and June.

Price: \$1.20 per dozen, \$9.00 per 100.

SEED  
50c per packet.



## SINGLE FRILLED

### COLORS:

- White
- Pink
- Rose
- Salmon
- Yellow
- Orange
- Scarlet
- Dark Red

TUBERS: From January to end of March.

Price: 20c each—\$2.00 per dozen—  
\$12.00 per 100.

SEEDLING PLANTS: May and June.

Price: \$1.20 per dozen—\$9.50 per 100.

SEED  
50c per packet.



# GLOXINIAS



## CARMEN

Our new introduction for this year is an entirely new shade of color in Gloxinias. The flowers are very large averaging 5 to 6 inches in diameter carried erectly on strong stems. Color is bright crimson rose with white throat. This variety inaugurates our new race of standard varieties, further colorings of which will be introduced in the future.

TUBERS: In January and February only.

Price: 50c each—\$5.00 per dozen.

SEED: \$1.00 per packet.

## STANDARD VARIETIES IN SOLID COLORS

The varieties offered in this group are the best selected after extensive trials from sources all over the world. They are constantly being improved by crossing and re-selection every year.

### MOUNT BLANC

Clear glistening white.

### BLANCHE DE MERU

Pinkish rose, white throat.

### ETOILE DE FEU

Light scarlet, compact growth

### ROI DES ROUGES

Brilliant crimson scarlet, huge flower beautifully frilled.

### PRINCESS ELIZABETH

Light blue, white throat.

### VIOLECIA

Soft violet.

### PRINCE ALBERT

Darkest violet, beautifully frilled.

### EMPEROR WILLIAM

Violet bordered white.

### EMPEROR FREDERICK

Scarlet bordered white.

TUBERS: In January and February only.

Price: 35c each \$3.50 per dozen—\$25.00 per 100.

SEED: 50c per pkt.—\$5.00 for 1-64 oz.



# GLOXINIAS



New variations in spotted and netted varieties.

For size and beautiful form of flowers, they are superior to the solid colors with greater variation of color combinations. We have segregated and are offering the following group of shades

Pink shades  
Rose shades  
Crimson Rose shades  
Blue shades  
Lavender shades  
Violet shades

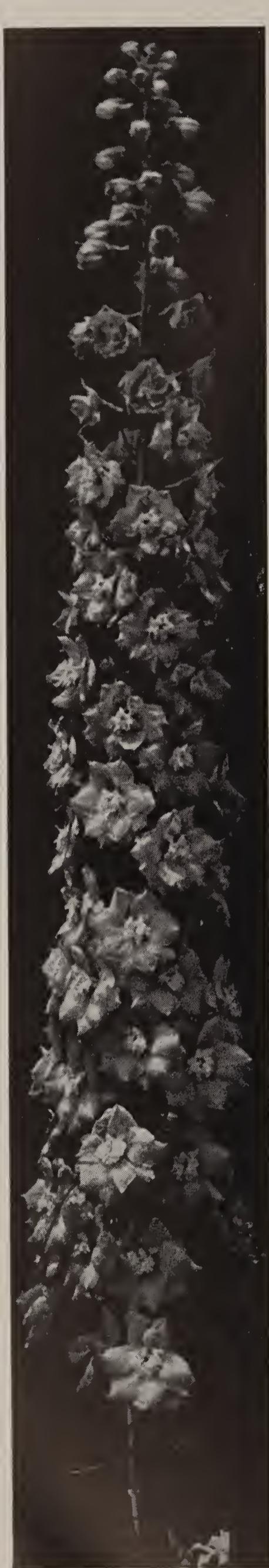
**TUBERS:** In January and February only.

**Price:** 35c each—\$3.50 per doz.—\$25.00 per 100.

**SEED:** 50c per pkt.—\$5.00 per 1-64 oz.



Group of spotted varieties in our greenhouse reserved for seed production.



# PACIFIC STRAIN OF DELPHINIUM HYBRIDS



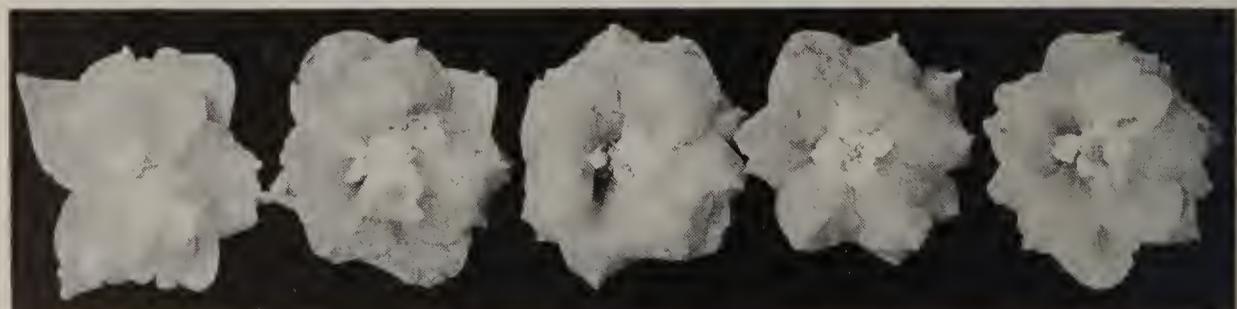
It is only 3 years since our strain of Delphinium Hybrids was introduced to the gardening world, and already it has been acclaimed not only by enthusiastic amateurs but also by experts as the most prominent one in America.

The qualities we look for in Delphiniums are not only huge flowers and spikes regardless of other characteristics but on the contrary we often use plants of smaller size if they have outstanding qualities in color or form.

Our aim is to produce large flowers properly proportioned to the size of spike so as to maintain balance and retain the grace of the entire plant. Another important feature in our developments is comparative Mildew resistance. Some 30 thousand seedlings are grown annually for selection, from which only the finest members combining all desirable characteristics are retained for seed production. This enables us to produce very high quality seed giving our customers the advantages of the newest developments.

Our field of seedlings this year has shown a uniformly high percentage of beautifully proportioned spikes 3 to 5 feet in height with only 1 to 2 feet of foliage. The stems were of thin wiry character, resisting strong winds and with Mildew-resistant foliage predominating. Individual flowers averaging 2 to 3 inches in diameter were mostly of beautiful form with heavy substance and clear colors.

We have segregated the colors into groups and are offering 10 different shades, classing the self-colors with mostly white bees and the pastel combinations with dark bees. Our blues are approaching in size and clearness of color the ultimate standard in Delphiniums of today.



## **SPECIALTIES IN CROSSPOLINATED SEED**

In this class we offer a limited quantity of seed produced by artificial crosspollination to intensify the desirable characteristics in the highest degree. It is the same seed we use for our own planting, and by releasing it to the public we feel that we are giving them an equal chance. The percentage of show specimens from this seed is the highest obtainable.

### **COLORS:**

Pink lavender shades.	Rich violet shades.
Clear lavender shades.	Dark violet shades.
Lilac lavender shades.	Lavender pastel shades.
Light blue shades.	Smoky pastel shades.
Dark blue shades.	Blue violet shades.

### **PRICES:**

Individual Colors or any desirable mixture, per pkt.	\$ 2.00
Collection of Five Colors, 5 pkt.	8.00
Collection of Ten Colors, 10 pkt.	15.00

## **SELFPOLENIZED SEED**

### **COLORS:**

Lavendar shades.	Blue shades.
Violet shades.	Pastel shades.

### **PRICES:**

Per Packet \$1.00—per Half Packet 50c.

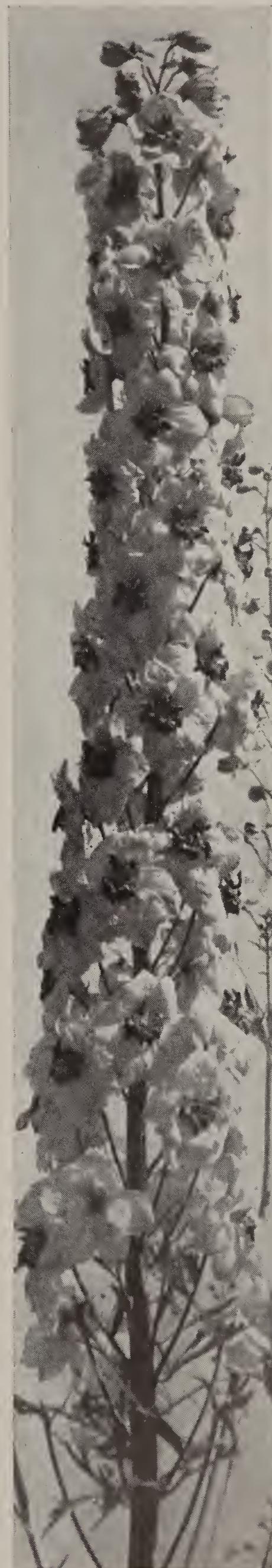
## **DELPHINIUM CARDINALE**

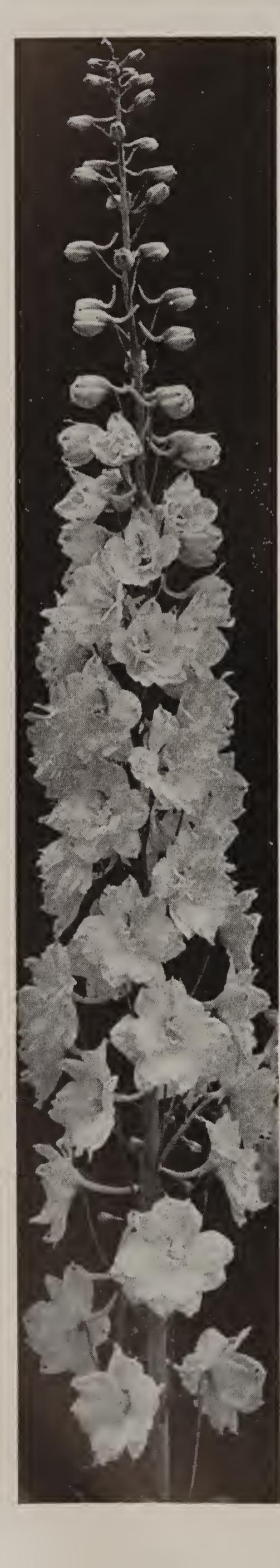
The Giant Scarlet Larkspur is native of Southern California and differs in requirements from the garden hybrids. Growing season in California begins with the early rains in October and ceases after flowering in July or August. Only one crop of bloom per season from February to June, after which the plants should be kept thoroughly dry until October when slight watering will bring them into new growth. They form single tuberous roots and can be transplanted only during dormant season.

### **PRICES:**

Roots sold out for this season, available again from September to October 1937. \$2.00 per dozen—\$15.00 per 100.

SEED: 25c per packet.





## PACIFIC WHITES

This year we are offering a new line of White Delphiniums which will surpass all expectations.

It took 6 generations of interbreeding the first White Delphiniums with the best specimens of Garden Hybrids to introduce into them the large size, fine form, and the healthy growth which they possess today.

They are fully on a par with the finest specimens of other Garden Hybrids bringing large flowers with their polished like texture, beautifully spaced on wide long spikes.

Even the most conservative buyers for nationally known seedhouses who comb the country for novelties exclaimed that they were the best they have ever seen.

### CROSSPOLINATED SEED

Clear white—\$3.00 per pkt.

White black bee—\$2.00 per pkt.

### SELFPOLENIZED SEED

\$1.00 per packet.

### SEEDLING PLANTS

\$2.50 per doz.—\$20.00 per 100.





## **DELPHINIUM PLANTS**

From March to the end of June, and from September to the end of November we are offering strong young plants in twelve assorted shades as marked for cross pollinated seed. Transplanted, they will grow rapidly on and bring far better results in shorter time than the old clumps.

We prefer distribution of young seedlings rather than the one or two year old clumps, which very seldom bring good results as they are quite exhausted and it takes a year at best to get them re-established during which time the flowers are not at their best. Young seedlings will produce show specimens within four or five months after planting and continue blooming for several years.

In California interior valleys where the climate is too warm, Autumn planting, September and October, is preferable. Plants having time to establish good root systems during winter will bring beautiful spikes in early Spring. Cooler regions will give good results from both Autumn and Spring planting except in heavy cold soils where Spring planting is preferable.

All seedlings offered are grown from the choicest cross pollinated seed.

### **PRICES**

\$2.00 per dozen—\$15.00 per hundred.

### **JOIN AMERICAN DELPHINIUM SOCIETY**

Membership \$2.00 per year. Send application to

Miss Elizabeth Drown — 139 East 69th Street — New York City

**TIGRIDIA**  
(Mexican Shellflower)



Summer flowering blubous plant of brilliant coloring and easy culture which resembles that of Gladiolus. Planting time, February to April.

Strong bulbs for delivery January to end of March.

**TIGRIDIA PARONIA:** Orange scarlet with deep red spots.

*Price:* 10c each—\$1.00 per dozen—\$8.00 per 100.

**TIGRIDIA ALBA:** Clear white, red spots.

**TIGRIDIA CANARIEUSE:** Yellow, red spots.

**TIGRIDIA: LILIACEA: (RUBY QUEEN)** Crimson rose with red spots.

*Price:* 15c each—\$1.50 per dozen—\$10.00 per 100.



**RICHARDIA  
ELLIOTTIANA**  
(Yellow Calla Lily)

Beautiful summer flowering plant of simple cultural requirements. Planting time from February to end of April.

Strong Bulbs from November to February.

*Price:* 25c each \$2.50 per dozen \$20.00 per 100.

# GERBERA

(*Transval Daisy*)



The new Gerbera Hybrids are rapidly gaining popularity in California gardens and truly there are very few flowers that can compete with them in color range, decorative value and keeping quality as a cut flower.

While much improvement has been done by breeders in size and color range, less attention was paid to the quality and form. A few years ago there appeared in our planting a small flower with very wide thick petals, the form almost that of a Shasta Daisy. It remained open absolutely flat and did not wilt in hot weather, which is the common fault of the thin ray-like type. When cut, after two weeks in water, it still kept the form where under the same conditions other types had to be discarded in six days.

Interbreeding this small seedling with the large ray type through many generations, we have been able to produce an improved strain with large flat flowers of strong quality, which will undoubtedly be of great value to the florists, besides adding to the popularity of Gerberas for garden decoration.

During the growing season plants are shipped with flowers on so you may see what you are buying.

## PRICES

Selected One Year Old Plants, per Dozen	\$3.00
Young Seedling in Mixture	per Dozen \$1.00, per 100 7.00
SEED: Per Packet (over 150 Seeds)	1.00
Per 1-16 Ounce (over 350 Seeds)	2.00

